

# UNIVERSITY OF WYOMING.

Dear Potential Licensee:

Thank you for contacting our office regarding becoming properly licensed to use either the University or State of Wyoming's trademarks. Within this licensing packet, you will find information on how one would become properly licensed along with information about what is involved as a licensee. Additional information about these licensing programs are provided within the licensing packet.

If at any point you have questions regarding the licensing process, please do not hesitate to contact our office.

Sincerely,

Shaun Ziegler  
Manager, Trademark Licensing  
University of Wyoming

University & State of Wyoming  
licensing packet



## Getting Started

Prior to completing the attached application, please read through the following information and determine which license agreement best suits your intended product lines and/or company goals.

### *Which license should you apply for?*

#### **Limited In-State License Agreement**

This agreement is ideally suited for those businesses simply wishing to produce products with the Bucking Horse & Rider or other State trademarks as identified on the application. This agreement has no upfront fees or costs but does require the collection and submission of royalties at a 7% rate (royalties are based on wholesale value of the commercial product). With the exception of select product categories, product liability insurance is not required.

#### **Standard In-State License Agreement**

This agreement grants manufacturers the flexibility to use both the State's trademarks as well as the University's trademarks on their products. There is also no upfront fee or costs for applying and holding this license agreement. However, a \$1,000,000 product liability insurance policy is required. This insurance policy should not be purchased until a license agreement has been fully executed. The collection and submission of royalties are the same as the Limited In-State Agreement.

#### **Licensing Steps:**

Given our commitment to quality products, the licensing steps are the same for both agreements.

- Submit a completed licensing application. Along with the application, please submit a sample of the products currently produced by your company.
- If application is approved, a contract will be returned for licensees review and signature.
- Once a license agreement has been fully executed, a disk containing the necessary graphics will be provided.
- Licensee must then submit a finished sample bearing the licensed marks of the University or State.

#### **Once Licensed:**

- Affix an officially licensed label as shown below to each product that will be resold by a retailer, etc.
- Include if at all feasible your company's name on the product.
- Submit all designs (i.e. screenprinters/embroiders) and new products for review and approval.
- Submit royalty reports and appropriate royalties on a quarterly basis.

\*Always refer to the actual licensing agreement as it relates to requirements, payments, etc.



## Licensing Application

Please complete as much of this application as possible. This information will be used to determine whether a license should be granted to you/your company.

Please indicate which license agreement you are applying for

- ☐ Limited In-state License Agreement (use of state's trademarks only)
- ☐ Standard In-state License Agreement (use of both university and state trademarks)

## Company Information

Company Name: \_\_\_\_\_

Company known as: \_\_\_\_\_

Company also doing business as: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

State in which your company or parent company is based \_\_\_\_\_

Principle Licensing Contact: \_\_\_\_\_

Phone number: \_\_\_\_\_ fax: \_\_\_\_\_ toll free #: \_\_\_\_\_

email address: \_\_\_\_\_ Company Website: \_\_\_\_\_

## Company Description

Type of organization (select one): ☐ Corporation ☐ Partnership ☐ Proprietorship ☐ Other

Owner/Partner name(s) \_\_\_\_\_

Number of Employees (including self)\_\_\_\_\_

Other licenses currently held (ie. Disney, Notre Dame, NFL, etc.) \_\_\_\_\_

Products currently produced and sold by you/your company\_\_\_\_\_

**Are you a ...**(answer each question with a yes or no)

Retailer yes/no      Distributor/Wholesaler yes/no      Ad Specialty yes/no      ASI # \_\_\_\_\_

## Product & Manufacturing Information

Please list below the products to which you wish to apply licensed marks:

Product Description	Approx Wholesale Cost \$:
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### Distribution & Sales Information

Does your business currently have a sales representative that actively seeks business from third parties? Yes No

If yes, does this sales representative seek business outside of the city/town you are located within? Yes No

Where do you expect a majority of your licensed products to be sold? (Please mark only those that apply)

- ☐ University Bookstore ☐ University Depts. ☐ Campus/Student Groups ☐ Athletic Department  
☐ Alumni Association ☐ State Depts. ☐ Fundraisers ☐ Concessionaire ☐ Department Stores  
☐ Regional Mass Merchants ☐ Sports Specialty Stores ☐ Convenience Stores ☐ Tourist Oriented Stores  
☐ Mom & Pop Stores ☐ Grocery Stores ☐ Catalogs ☐ Internet ☐ Own Retail Operation ☐ Walk-in Business  
☐ Flea Markets ☐ Craft Shows ☐ Other

If "Other" please explain: \_\_\_\_\_

#### State Trademarks



#### University Trademarks and Verbiage



University or Wyoming®, UW™, Pokes™, WYO™, Wyoming Cowboys®,  
Wyoming™ (when ref. UW)

**Applicant is seeking use of** (please check one or both boxes):

☐ State of Wyoming trademarks

☐ University trademarks and verbiage

All licensees producing products bearing the University of Wyoming trademarks are required to obtain product liability insurance. Please do not purchase this insurance until your application has been approved and a licensing agreement executed.

I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate, and complete.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Please return application to:

Trademark Licensing Office  
Dept. 3322  
1000 E. University Ave.  
Laramie, WY 82071

For UPS or FedEx shipments please send to:

University of Wyoming Trademark Licensing  
WYO Hall 356  
c/o Shipping & Receiving  
15<sup>th</sup> & Gibbon St.  
Laramie, WY 82071

Internal use only:

Application received: \_\_\_\_\_ Contract sent to Lic: \_\_\_\_\_ Artwork sent to Lic: \_\_\_\_\_ Quality Sample: \_\_\_\_\_  
Contract sent to Legal: \_\_\_\_\_